ABSTRACT OF THE DISCLOSURE

An interactive TV contextual content surfing method, system and program product enables viewers to surf from one related program to another through hyperlinking. A TV broadcast station receives interactive TV program content generated by creators. The content is categorized by the creator and provided to the broadcast station in the MPEG or web-streaming video/audio formats. A broadcast server stores a dynamic table of correspondence between TV program categories and TV channel numbers. The hyperlinking information contains a list of channels that broadcast the same nature of programs by referencing the correspondence table. The server broadcasts the hyperlinking information to the list of channels. The broadcast network carries the TV programs and associated classification information in separate channels to the local TV station for retransmission to TV devices including set-top boxes. The set-top box stores program information by categories in classification tables; contents of a TV program guide section; and recorded programs.